

Phone Patrons Should Consult New Book First

Furnishing an up-to-date list of telephone subscribers in this exchange and near-by exchanges, new telephone directories were distributed late last week.

F. W. Smith, district manager of the Southern California Telephone Co., expressed his appreciation of the cooperation of local telephone users in consulting the directory before calling "Information" for telephone numbers.

War-time conditions, which have resulted in a shortage of switchboard equipment and the conversion of most of the telephone manufacturing facilities of the country to war production, have made it necessary that existing equipment be made to go as far as possible," the manager said. "By the elimination of unnecessary calls to 'Information' a step in this direction is taken."

The manager said that normally two out of five calls to the information operator are for numbers listed in the directory. The new directory uses for the first time the prefix "Harbor" to identify San Pedro listings. It is planned to introduce "Beacon" later in addition to "Harbor." The new directory contains approximately 14,700 listings.

Grade II Tires for War Workers

Only third, fourth and fifth line new tires will be available to war plant workers who get certificates entitling them to buy grade II tires, the Office of Price Administration announced late last week.

A worker in an establishment vital to the war effort may be granted rationing certificates to buy grade II new tires when the tires on his car are unfit for recapping, and when a committee set up for the purpose in his plant certifies that he is eligible and carries the practicable load limit of other employees with him to and from work.

Only workers in establishments with more than 100 employees are eligible for new tires under this provision of the rationing regulations.

Housewives Asked to Sell Grease to Assist War Effort

All meat markets of this community, along with 4,000 others in Southern California, will start buying waste grease from housewives next Monday, July 20, paying five cents a pound. This is part of a national campaign to salvage two billion pounds annually of such grease from which glycerin is obtained for munitions making.

Posters, official emblems and other material telling about the grease salvage campaign for display by meat dealers are to be distributed this week.

Every butcher is to be contacted personally by representatives of the meat packing houses of Southern California. Under the supervision of the Meat Institute the packers are handling all arrangements with the butchers and will see that each is fully informed by next Monday.

Supply Cut Off

The Southern California Conservation and Salvage Committee will have complete jurisdiction over the grease salvage program. Representatives of the committee will start this week contacting housewives to tell them of the necessity for saving all cooking greases because of the vital need for them in the war effort.

Grease should be saved in a wide-mouthed tin can and sold periodically to the butcher in quantities of one pound or more. A uniform rate of five cents a pound is to be paid by the butchers.

Loss of the Philippines, the Dutch East Indies and Malaya cut off fully half of America's normal imports of fats and oils. They were used not only for food but also to make the tough paints and varnishes needed in greater quantities than ever for planes, tanks, ships and guns. Much went into glycerin, a necessary component of some explosives and gunpowders, and some was used in making quantities of healing medications.

Two Pounds Per Month

Housewives of America now are being depended upon to come to the rescue and help make up a large part of the loss of these imported fats and oils.

From each home the WPB expects to get at least two pounds of fats a month.

Drippings of roast beef, roast lamb, ham and poultry, of broiled steaks, chops and bacon, remains of deep fats in which doughnuts, potatoes, fish were cooked, all these once were waste. Today they take their place with other strategic war materials and must be salvaged for victory.

Gardena Hardware Store Fascinates Cat Family

The strange attraction a Gardena hardware store exerts on a cat family rivals that of the traditional fish market lure for felines.

Don Shock, whose store is located at 144th and Western ave., recently gave a mother cat and all her progeny to a Torrance resident, thinking the family would enjoy a better home in a house than in his store.

A few days later the cats, mamas and five kittens, were all back at the hardware store. Shock says if the cats can stand it he can.

World's Largest Pipeline Now Being Fabricated

Production of large diameter steel pipe for the new 550-mile petroleum line, extending from Longview, Tex., to a point near Salem, Ill., has begun under a Government directive at the National Tube Company's Lorain, Ohio, plant at the specified delivery rate of almost five miles a day.

Destined for the world's largest oil-carrying line the pipe is 24" in diameter and 3/4" thick. The National Tube Company has the only mill capable of turning out this larger size seamless pipe. National Tube workmen are turning out approximately 1,200 tons of pipe daily or enough to fill 40 railroad cars. At this rate of production the 137,500-ton order is expected to be completed within approximately four months.

The pipe line, when completed, will deliver an estimated 300,000 barrels of oil for transportation to the Eastern Seaboard, where a steady flow of oil is vital to the war effort.

Read our Want-Ads.

Easier Loan Course Provides Way for More Rental Units

Recent adjustments were made in the Federal Reserve System's regulation W to simplify the financing procedure in relation to repair and remodeling of existing structures to provide additional living units for war workers, according to Wilson G. Bingham, Southern California Federal Housing Administration district director.

"A new type of 'war conversion loan' up to \$5,000 is available for converting existing structures into additional housing accommodations for war workers," Director Bingham announced this week. "This type of Title I loan can now be had for periods up to seven years, since it does not come within the restrictions of regulation W which restricts consumers' credit."

Examples of the type of work possible include remodeling of several rooms for housekeeping purposes, remodeling a second-story into an apartment, creating a dwelling unit from a structure not at present used for dwelling purposes.

"There are many single-family and likewise some commercial structures which would lend themselves profitably to conversion into multi-family or rooming-house units. Particularly is this so in districts where zoning and deed restrictions have expired and the neighborhood has reached the transition period."

"In order to conserve critical materials, home and building owners in defense areas are encouraged to increase the quantity of housing accommodations for war workers by enlarging the capacity of such existing structures. Such projects draw more lightly on the limited supply of critical material than new housing projects and at the same time fill a pressing need for additional rental units."

Facilitates Remodeling

"In addition to the above type Title I loan, which is primarily for the benefit of war workers, there continue available the regular maintenance and repair loans available in amounts up to \$2,500, designed for the purpose of maintaining properties in good order and repair. These loans are not limited to war areas but are for all types of construction where sensible consideration rules that the property should be maintained in good condition," Bingham further stated.

"Loans of these types are to be procured from qualified private lending institutions. Under the simplified procedure they are empowered to decide whether a project is 'war housing' and thus exempt from regulation W credit restrictions. This new procedure will facilitate remodeling, repair and rehabilitation loans thruout Southern California."

VACATION IN OREGON

Mr. and Mrs. Fred Lydy, accompanied by Miss Tena Johnson and Dell Frauhigher, have returned from a vacation at Salem, Ore., where they visited at the Fred Kaeser home.

Exhibit on Design At Library Now

An exhibit of interest to all persons interested in any of the phases of "Design" is now on display at the Torrance library where it will remain for a 30-day period.

The exhibit case reveals a selection of small objects of varying purpose and comparatively small value, together with a photograph of a portrait bust. These objects are not selected because of any relationship in their use or period, or for their rarity, but because of harmony of design in all of them. Also, they are shown with the idea of

Pensioners' Earnings Okayed by Co. Board

Members of Congress from Los Angeles county and Federal Social Security Administrator Paul McNutt have been petitioned by the Board of Supervisors to so amend the Federal pension law as to permit California old age recipients to earn up to \$15 monthly in private employment.

Knowing that fine design is an important element in objects whatever need they may fill. They can be selected and found by the designer or any one who desires to be surrounded with lovely everyday things rather than the uninspiring objects that are frequently seen.

July 20 Last Day To File Petitions for Property Equalization

Next Monday, July 20, is the last day to file petitions asking for equalization of property values fixed by the county assessor before these values go on the 1942 assessment roll, it is announced.

So far, the supervisors, sitting as a county board of equalization, have been keeping up with the petitions as they are filed, but it is expected that last-minute filings may have to be heard as late as the first or second week in August.

Ruin is the name of a town in Kentucky.

In order to complete our war-time merchant ship program we shall have to turn out an average of three ships a day during this year and next.

NO FINER DRY CLEANING AT ANY PRICE...

Quality Work Reigns Supreme at the Royale. You Can Always DEPEND on Expert Work When You Bring Your Clothes to the...

ROYALE CLEANERS

ACROSS FROM LIBRARY... 1344 Post... Phone 370

A Salute to the New 108 Foot Improvement of CABRILLO AVENUE

The New "Broadway" of Torrance

Thru a regrettable oversight of the commercial artist, the photo of HOWARD'S JEWELERS staff was omitted from the group of Cabrillo Avenue merchants published in last week's issues.

HOWARD'S JEWELERS is a pioneer Cabrillo Avenue business house and Alden W. Smith, optometrist, has been a leader in the movement for improvement of this street, as well as one of the most progressive business firms in this entire area.

In an effort to partially compensate for the embarrassing oversight, the TORRANCE HERALD and LOMITA NEWS are glad to print the omitted picture of the store's staff—at the right—and to republish the HOWARD'S JEWELERS advertisement without cost.—Publisher.



Left to right: Richard Brunswig, Alden W. Smith and Tommy Wilkes



WE REMEMBER WHEN...

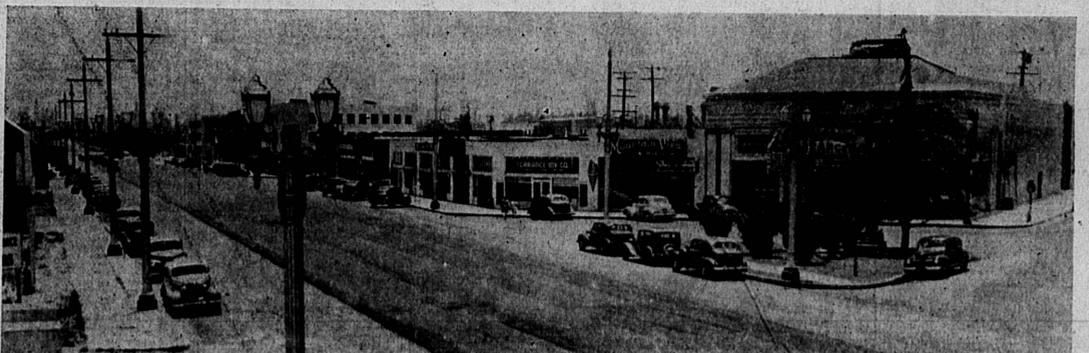
Postmaster Earl Conner pastured his cow in the Cabrillo "Parkway" weed patch,—and we're tickled pink that this unsightly scene is now replaced with a broad new paved boulevard of commerce.

HOWARD'S, too, have long since passed the "backwoods" method of doing business; and you'll find here a modern store with up-to-date ideas of service.



Before and After . . .

CABRILLO AVENUE TRANSFERRED FROM "WEED PATCH" (above) TO BROAD NEW BUSINESS BOULEVARD (below)



CABRILLO AVE. . . . THE NEW BROADWAY OF TORRANCE

1,325 BANKAMERICANS ARE SERVING ON THE "FIGHTING FRONTS"

10,152 BANKAMERICANS ARE SERVING ON THE "HOME FRONT"

Today, on the fighting fronts... in the Army, Navy, and Marine Corps... are 1,325 Bankamericans. With each day that passes this number grows.

On the home front... working and saving... are 10,152 Bankamericans. And every day this number grows smaller as more men are called to the colors.

Bankamericans... like the men and women workers of other great California institutions... like all Californians are first and last Americans... ready to sacrifice, ready to serve.

HELP WIN THE WAR!
BUY WAR BONDS AND STAMPS!

Bank of America
NATIONAL TRUST ASSOCIATION
Member Federal Deposit Insurance Corporation

PLUMBING REPAIR SERVICE

Modernize Now With New Plumbing

- * WATER HEATERS
- * FRASER FLOOR FURNACES
- * ANDREWS WALL HEATERS

On FHA Terms

TORRANCE PLUMBING CO.

F. L. PARKS
PHONE 60

OPPOSITE POST OFFICE
1418 MARCELINA AVENUE